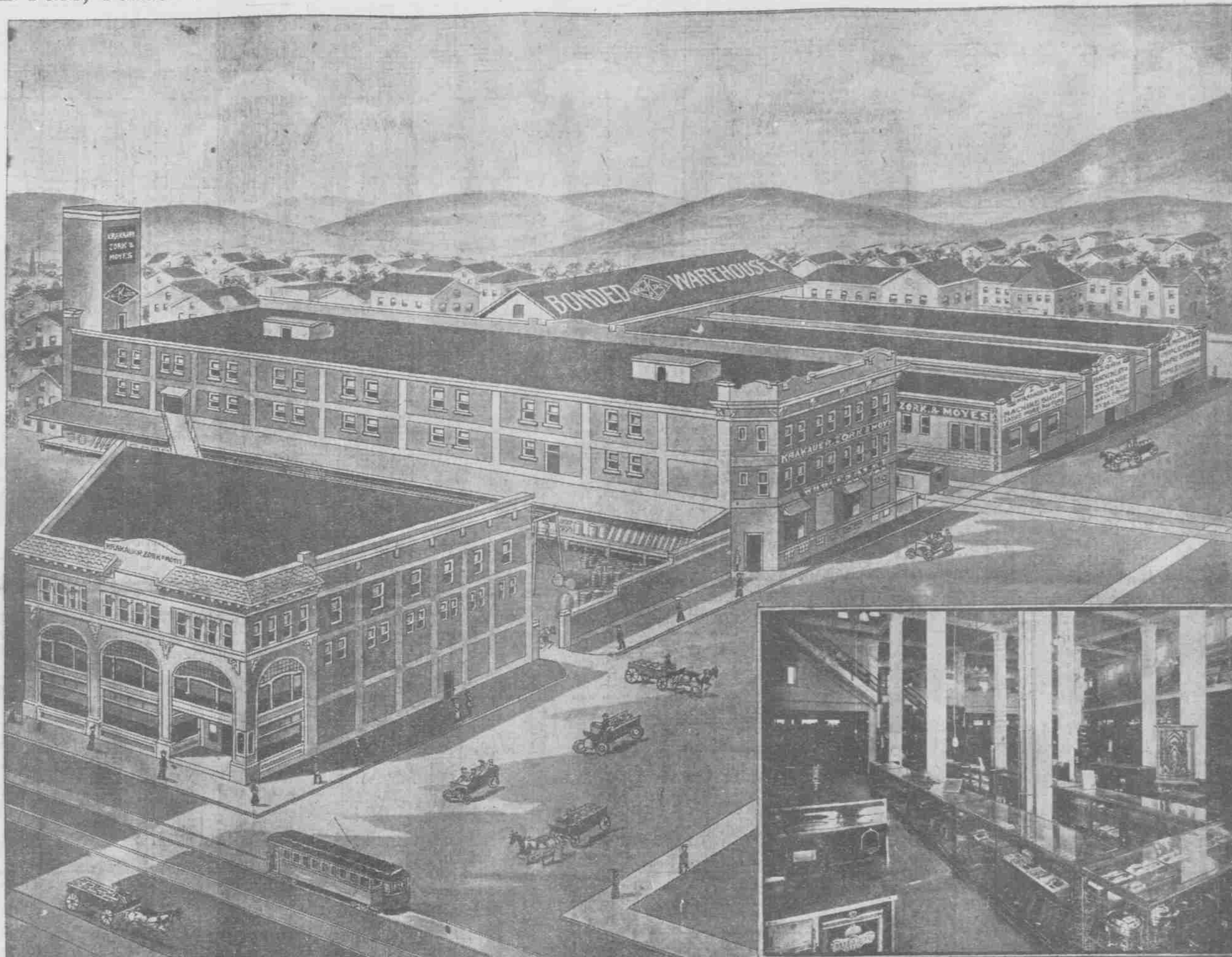


# Krakauer, Zork & Moye's S. I.

## 1886 28th ANNIVERSARY 1914

El Paso, Texas

Chihuahua, Mexico



**The Boast of the Firm Is That It Carries Everything From a Needle To An Engine. And That It Is Equally Equipped To Supply a Frying Pan or a Hay Press. Tremendous Stocks Carried On Hand.**

**T**HE El Paso home of the firm of Krakauer, Zork & Moye's, Successors, Inc., shown in the above picture, is one of the largest plants of the kind in the west, and exceeds in size and quality of its buildings anything in the southwest by long odds.

The buildings are all of reinforced concrete, fireproof, and cover a floor space of five acres—as big as many farms in this section of irrigation and intensive cultivation.

The present home of the concern is but three years old and its construction was made absolutely necessary by the rapid growth of this big hardware and machinery distributing house. Starting humbly in El Paso 28 years ago, the growth of the El Paso house has been as phenomenal as that of El Paso. Year by year as the business demands upon the firm increased and new lines were added, it was found necessary to seek additional storerooms and warehouses in various points about the city. This condition caused inconvenience both to customers and to the firm, so in the plans for the new home—made inevitable by the growth of the establishment—the foresight of the members of the firm resulted in the selection of a location where everything could be grouped.

The result has been a big reduction in overhead expense and a vast improvement of conditions affecting the trade generally. It is now possible for a buyer to do business with all branches of the firm and inspect its varied stocks almost under the same roof; the change has worked to the advantage of the firm and its patrons as well. With its costs thus reduced, the firm is able to quote better prices to its patrons, and it is also made possible for a patron to transact business more expeditiously than when scattering warehouses and salesrooms were the rule.

The firm carries the largest stock of shelf and builders' hardware, machinery, mining supplies, sporting goods and kindred lines of any in the southwest, and buying in large quantities, is always able to supply from the stock on hand and at costs that meet the competition of the largest cities in the country. It is the boast of the firm that it handles everything from a needle to an engine; from a fry pan to a hay press, and that it can supply with equal ease the man who wants a screw driver or the man who would build a smelter.

**Entire Business Is Now Concentrated In a Group of Fireproof Structures, Almost All Under One Roof, Reducing Cost of Handling and Enabling the Firm To Give Customers the Very Lowest Prices.**

The El Paso establishment of the firm is but one of the two big houses operated by this company. The other house is in Chihuahua and is to the Mexican trade territory what the El Paso house is to the American territory—the largest in its line.

The entire El Paso building is modern in every respect; all up to date furnishings and equipment were installed when it was constructed and the firm keeps pace with every improvement for the handling of its business. The buildings are equipped with the mono-rail system for the handling of heavy goods from cars through the various units of the big plant to their proper places.

Every floor is equipped with the automatic sprinkling system, which, added to the fact that the buildings are concrete, makes a disastrous fire almost impossible. The firm has the lowest insurance rate in the city, which, added to the facilities for handling merchandise further cuts down the overhead expense.

In Chihuahua, the firm's buildings, which are not illustrated in this section, cover a floor space of about four acres. They are also modernly equipped, and built with the idea in mind of handling the class of merchandise in which the company specializes.

The firm's El Paso retail store has Warren shelving throughout, which not only adds to the appearance of this department, but also facilitates the handling of trade and makes it easier to select merchandise.

The firm's lines are widely diversified, enabling it to supply the wants of the miner, cattleman, farmer, mechanic and housewife, etc., etc.

They cover a territory with a radius of over 1000 miles, and its salesmen visit practically every point in that territory.

In the east such a territory would be astounding, but in the west, where the population is as yet sparse, this one El Paso firm dominates a sales territory equal to several states in the more populous area of the United States.